



SAP: The World's Largest Provider of Enterprise Application Software

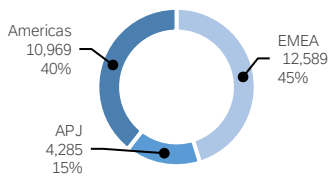
Customers

- SAP customers generate 87% of total global commerce (\$46 trillion)
- 99 of the 100 largest companies in the world are SAP customers
- 97 of the 100 greenest companies in the world run SAP
- 85 of the 100 largest companies in the world are SAP S/4HANA customers
- Approximately 80% of SAP's customers are SME

Financials

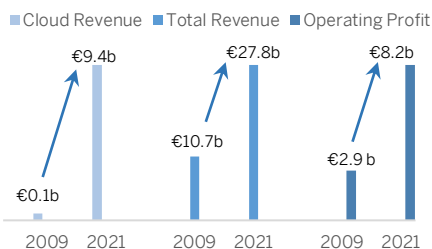
Revenue – FY2021 (non-IFRS, growth rates @cc)	
Cloud revenue	€9.42b (+ 19%)
Cloud and software revenue	€24.08b (+ 5%)
Total revenue	€27.84b (+ 3%)
Revenue – Q2/2022 (non-IFRS, growth rates @cc)	
Cloud revenue	€3.05b (+24%)
Cloud and software revenue	€6.46b (+ 5%)
Total revenue	€7.52b (+5%)

Revenue by region FY2021
(€ m, non-IFRS / share of total rev. in %)



Outlook 2022 (non-IFRS@cc), updated July 21, 2022	
Cloud revenue	€11.55b to €11.85b
Cloud and software revenue	€25.0b to €25.5b
Operating profit	€7.6b to 7.9b
Share of predictable revenue (total of cloud subs. and support rev. and software support rev.)	approx. 78%
Free cash flow	>€4.5b
Ambition 2025 (non-IFRS)	
Cloud revenue	>€22b
Total revenue	>€36b
Operating profit	>€11.5b
Share of more predictable revenue	Approx. 85%
Free cash flow	~€8b

Strong, Sustainable Growth (non-IFRS)



- #1 software company in Dow Jones Sustainability Index for 15 years

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Strategy

- SAP is committed to enabling every enterprise to become intelligent, networked and sustainable – bringing together the solutions, technology and best practices needed to run integrated, digital business processes in the cloud.

Market Position

Enterprise Application Software

- SAP is a market share leader in enterprise applications software, enterprise resource management applications, supply chain mgmt. applications, procurement applications software, travel and expense mgmt. software, and enterprise resource planning software acc. to IDC
- Broadest portfolio of modular and suite solutions available on premise, in the cloud and hybrid

Top Cloud Vendor

- Cloud user base: ~245m users
- Cloud infrastructure: Choice across hyperscale cloud vendors (Alibaba, Amazon, Google, Microsoft) and SAP
- Largest cloud portfolio: >100 solutions for all lines-of-business (LoB) as well as software suites
- 222m people use SAP SuccessFactors solutions
- 66 data centers in 35 locations in 16 countries
- SAP Digital Commerce for online SAP and partner offerings 254,000 orders from 186 countries

Innovation

- R&D expense ratio: 18.4% (Non-IFRS; R&D expense as % of total revenue) for H1/2022
- R&D headcount (FTE): 32,945 at 6/30/2022, equaling 29.8% of total headcount
- >100 development locations worldwide
- 20 development centers worldwide (SAP Labs)
- 17 Co-Innovation Labs locations worldwide
- 10 SAP Innovation Center Network locations
- >23,500 SAP partner companies in >140 countries
- Sapphire: Invested in >170 IT startups, >75 IPOs and M&A exits since 2011
 - Manages >\$10.2 billion USD in assets under man.
 - Operates independently from SAP
 - Provides SAP with early access to innovations
- Support for >450 external and internal startups
- openSAP: >1.4m unique learners, 6m enrollments
- Artificial intelligence (AI) and robotic process automation: >300 innovations in SAP's applications

SAP Business Technology Platform (SAP BTP)

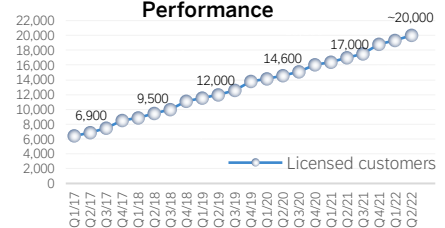
- Unified cloud PaaS-environment optimized for SAP applications. Enables organizations to accelerate innovation & unlock business potential. Elements:
 - Application Development & Automation: Low-code & no-code application development, process automation and digital experience capabilities
 - Data and Analytics: Database, data management, analysis, and planning capabilities that maximize the value of data including SAP HANA & SAP HANA Cloud with >62,700 direct + indirect customers
 - Extended Planning and Analysis: AI-powered planning and analysis capabilities integrated with SAP enterprise application
 - Integration: Enterprise iPaaS and API Management to connect and automate business processes
 - Artificial Intelligence: Embedded enterprise AI in business applications to optimize, automate and re-imagine business processes
- >14,000 cloud customers are live on SAP BTP
- >1,480 partners use BTP for app development + more

SAP's End-to-End Solutions

Applications, Technology & Services

- Packaged solutions for 25 industries and 12 lines-of-business: on premise, cloud, hybrid
- RISE with SAP: end to end business transformation in the cloud. Integrated solutions with single accountability, from infrastructure to applications
- SAP S/4HANA: Market-leading intelligent ERP, delivered with intelligent capabilities and best practices for every industry, available in the cloud or any-premise

SAP S/4HANA Market Performance



- SAP Digital Supply Chain solutions help customers achieve a resilient and sustainable supply chain, increasing productivity, improving connectivity with network collaboration, running sustainable business practices.
- SAP SuccessFactors solutions support 45 languages. SAP Employee Central localized for 102 countries and territories, with >5,300 customers
- SAP Customer Experience solutions: Leading in customer data and customer identity management, digital commerce, multichannel marketing, omnichannel service and sales force automation
 - Commerce Cloud: customers in >70 countries
 - Customer Data Cloud: 3.2b identities, 13.1b consent records
 - Sales Cloud & Service Cloud: >2.5b customer records and interactions
 - Emarsys: 149b personalized messages in 2021
- SAP Intelligent Spend Management and Business Network:
 - SAP Ariba: connecting procurement from source to pay
 - SAP Fieldglass: >1.2 million new workers added in Q2
 - SAP Concur: >81 million end users
- SAP Business Network is trusted by millions of companies in 190 countries to handle \$4.1tn in annual commerce and >630m B2B transactions
- Industry Cloud Solutions foster business transformation by extending SAP S/4HANA, SAP's LoB Cloud solutions and SAP Business Network with industry next practices
- Support from SAP safeguards mission-critical processes, optimizes operations and enables the Intelligent Enterprise
- Project services, proactive and mission-critical support, training and enablement, content, innovation, and insight

Qualtrics

- Qualtrics' experience management software drives customer loyalty, employee engagement, brand and product quality. >16,750 organizations use Qualtrics

General Facts

- Headquarters: Walldorf, Germany
- Founded: April 1, 1972
- Listing: Frankfurt, New York
- 110,409 employees worldwide (June 30, 2022)
 - 160 nationalities worldwide
 - Employee retention at 92.1%
 - Employee Engagement Index at 83% (2021)
 - 28.8% women in management
 - 79.1% of SAP employees are SAP shareholders